

## **REPORT**

by Prof. Laura Ivanova Dimitrova, D.Sc.,  
Member of the scientific jury by proceedings for filling the academic post of  
**„professor“** in the higher education field of 8. Arts,  
Professional direction 8.2. Fine Arts  
New Bulgarian University,  
Bachelor Faculty,  
“Design” Department

There is one participant - Associate Professor, Dr. Elena Todorova, in the contest of filling the academic post of „professor“ in professional direction 8.2. Fine Arts, in the higher education field of 8. Arts.

The contest is announced for the needs of the NBU.

The announcement of the contest was published in the State Gazette, no. 08/28.01.2022.

The scientific jury for the contest was nominated by Order No. 3 PK-153 dated 01. 03. 2022, by the Rector of the NBU.

### **I. Estimation of compliance with minimal national requirements and the requirements of the New Bulgarian University**

The contest procedure so far is in complete compliance with the requirements of government and university normative documents concerning filling of academic posts.

The application of Assoc. Prof. Dr. Elena Georgieva Todorova complies with the requirements for professional direction 8.2 Fine Arts of the NACID and the NBU. Between 1983 and 1989 she studied in the program named “Industrial Arts – Silicate Forms” at the National Art Academy, graduating with Master’s degree.

In 2018 she acquired the scientific degree of “Doctor“after defending a thesis on „Symbol and Functionality in Coin Design” at the New Bulgarian University.

## **II. Research (creative) activity and results**

Since 1990 to date Elena Todorova has designed over 40 coins, realized as a result of winning national competitions announced by the Bulgarian National Bank, part of Bulgaria’s national coin program.

In this contest she presents these works of hers, describing accordingly the creation of a conceptual solution for coin design; determining of basic visual remedies by means of which a concept finds its realization; determining the composition when creating coin design; decision on the material of the respective coins, as well as their technical features and „the technology of their material realization”.

The author analyzes her following creations: Bulgarian Artists – the 100th Anniversary of Stoyanka Mutafova, a 2 Leva coin, 2022; Famous Bulgarian Voices – Boris Hristov, a 10 leva coin, 2007 ; Famous Bulgarian Voices – Nikolai Gyaurov, a 10 leva coin, 2008; 140 Years since Bulgaria’s Liberation, a 10 leva coin, 2018 ; Medieval Bulgarian Rulers – King Ivan Assen II, a 10 leva coin, 2018; Medieval Bulgarian Rulers – Khan Tervel, a 10 leva coin, 2017 ; Medieval Bulgarian Rulers – Khan Krum, a 10 leva coin, 2011; Saint Kliment of Ochrid – a 10 leva coin, 2016 ; 140 Years since the April Uprising, a 10 leva coin 2016 ; 110 Years since Bulgaria’s Reunion, a 1000 leva coin, 1995 ; Traditional Bulgarian Crafts – Pottery, a 5 leva coin, 2009 ; Bulgarian Traditions and Customs – Dancing on Embers, a 10 leva coin, 2021 ; Bulgaria’s Treasures – Seuthes III, a 10 leva coin, 2008 ; Bulgarian Iconography – God’s Mother, a 20 leva coin, 2003; Bulgaria’s Association to the European Union – the Pantocrator Church, a 10 leva coin, 2000; 50 years FAO, a1000 leva coin, 1995 ; A singing Bulgarian Child, a 1000 leva coin, 1997; XXVII Summer Olympic Games, Sidney

(Australia), 2000 – high jump, a 10 leva coin, 1999 ; XXVII Summer Olympic Games, Sidney (Australia), 2000 – weight lifting, a 10 leva coin, 1999 ; XV World Soccer Championship, USA, 1994 – Football Net, a 500 leva coin, 1994 ; and a number of other coins.

She regards her work in the field of coin design in the context of interconnection between the General and the Singular – the image’s general stylistic direction and the author’s individual interpretation; the unity between the rational and the emotional that she achieves by the correspondence between forming expediency, on one hand, and, on the other hand, the author’s intuitive vision, underlining that „in such combination a deep and memorable artistic image is born, possessing a strictly rational but also a deeply emotional character“.

In her creative work she follows the idea that coin design should be comprehensible to a maximally broad public.

Elena Todorova’s high achievements in the field of coin and jewelry design are certainly of highly contributing importance. Her works have been highly estimated in a number of competitions, and have won well deserved awards. She has been awarded 16 prizes in the field of coin design and jewelry design and one prize for high creative achievements.

She was the author of an independent exhibition – „JEWELRY“, presented in 2018 in the “Art Alley” Gallery.

She has participated in multiple collective exhibitions at home and abroad.

Elena Todorova is the author of a high number of articles published in scientific magazines and symposia.

She has multiple citations in monographies and specialized scientific publications in the field of arts. There are a number of reviews on her creative work.

She has participated in many university and international projects to do with fashion design and fashion design education.

### **III. Training and lecturing activities**

Between 2001 and 2006 Elena Todorova was a part-time lecturer in fashion design – accessories (design and making of fashion accessories) in the New Bulgarian University .

Since 2006 to-date she is a lecturer in fashion design - accessories (design and making of fashion accessories) in the New Bulgarian University.

She initiated a new bachelor program - „Web Design and Graphic Advertising“, starting in 2018.

She runs auditory and extra-auditory lectures and courses in Moodle at the Design Department of NBU’s Bachelor Faculty.

Her teaching is highly estimated by the students.

#### **IV. Administrative and Public Activity**

Since 2018 to-date Assoc. Prof. Elena Todorova has been a member of the Faculty Counsel to the Bachelor Faculty of the NBU.

Since 2014 to-date she has been a member of the program counsel at the Design Department.

Between 2009 and 2011 she was a member of the Academic Counsel to the NBU.

Between 2009 and 2012 she was a member of the Faculty counsel to the Bachelor Faculty, NBU.

She was head of the Design Department between 2009 and 2011.

#### **Conclusion**

As a **conclusion I would like to state**, having in mind what has been said about Assoc. Prof. Elena Todorova, her indisputable high creative achievements and contributions, the level and quality of her teaching, administrative and public activities, that I give her my positive assessment.

With conviction I propose Assoc. Prof. Dr. Elena Todorova to be elected to the academic function of “professor” in the Field of Higher Education 8. Arts, Professional direction 8. 2. Fine Arts, for the needs of the NBU.

May 16, 2022

Prof. Laura Dimitrova, D.Sc.